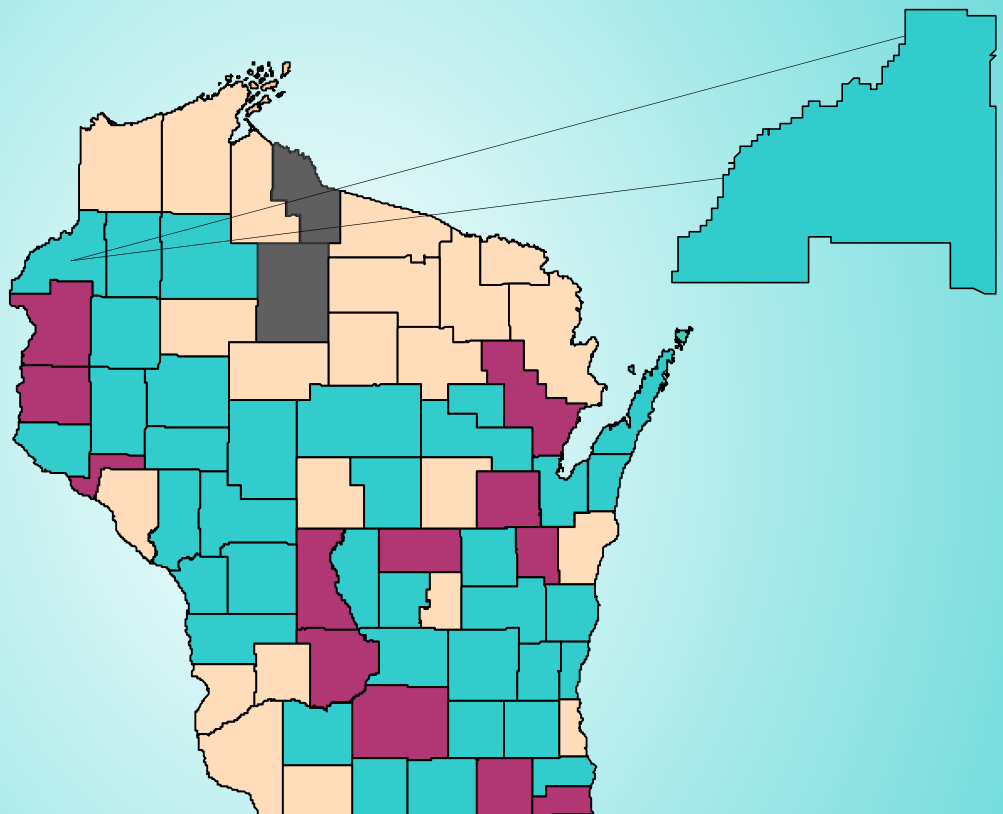


Burnett County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

The population in Burnett County increased 2.4 percent from April 2000 through December 31, 2001. The primary reason for the additional 377 residents was individuals moving into the county. The increase in population in the county exceeded both the state and national increase in population.

The largest increases in population were in the Village and Town of Grantsburg with the addition of 38 and 41 residents, respectively. The Town of Oakland population increased 4.1 percent with the addition of 32 residents while Wood River increased 2.7 percent with the addition of 37 residents. The increase in population in Burnett County is nearly double the increase for other non-metropolitan counties in the state and the reason is entirely related to the number of people who moved to the area.

The migration rate in Burnett County of 2.9 percent was 7th highest in the state and greatly exceeded the 0.9 percent migration rate in Wisconsin and the 1.5 percent rate of other non-metropolitan counties in the state. Approximately 452 individuals moved to the county since 2000.

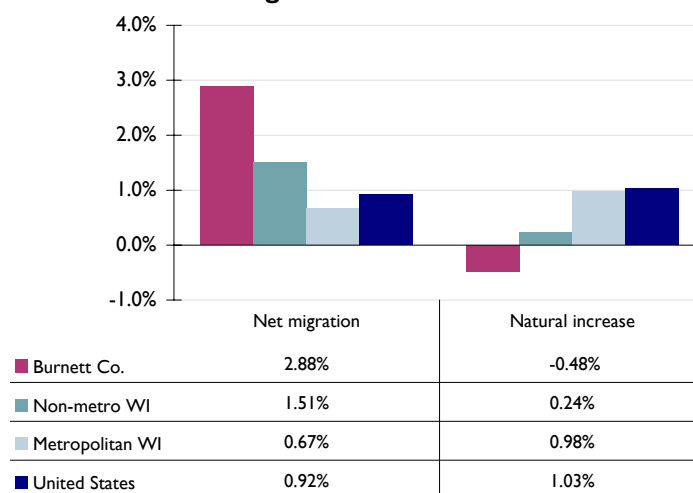
There was no increase in population from natural causes even though there were 257 births in the county. One reason why the increase in population from natural causes is so much lower is that the median age in Burnett County in 2000 was 44.1 years, higher than in many Wisconsin counties.

Another reason for fewer births is that there is less ethnic diversity in the population and fewer foreign-born residents than in other areas of Wisconsin and the United States. In the United States, and to some

Total Population

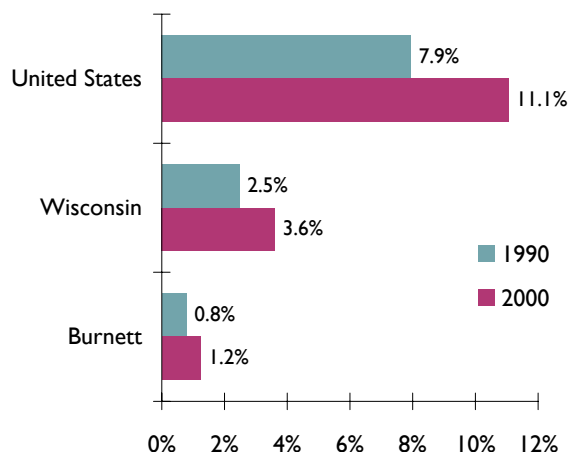
	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Burnett County	15,674	16,051	2.4%
Largest Municipalities			
Grantsburg, Village	1,369	1,407	2.8%
Meenon, Town	1,172	1,191	1.6%
Siren, Village	988	1,012	2.4%
Grantsburg, Town	967	1,008	4.2%
Wood River, Town	974	1,000	2.7%
Trade Lake, Town	871	908	4.2%
Siren, Town	873	879	0.7%
Swiss, Town	815	833	2.2%
Oakland, Town	778	810	4.1%
Jackson, Town	765	784	2.5%

Net migration and natural increase



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

Share of Foreign-born Residents



Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

degree in Wisconsin, an increase in births is linked to the non-white populations. Even though the number of births to whites is still the greatest share of all births, that is declining as births to other ethnic groups is increasing.

Most of the foreign-born residents in Burnett County were born in European countries, followed by those from Asia and a substantial number from other North American countries. Out of a total foreign-born population in 2000 of 194, 102 moved to

(Continued on page 2)

Burnett County Workforce Profile

Population Projections by Age Groups in Burnett County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	394	480	542	545	301	324	397	514	598	659	550	508	543	532	456	554
Female	371	451	527	511	281	333	369	523	576	556	519	548	576	490	366	780
2005																
Male	373	420	508	535	400	316	368	442	557	659	743	658	625	578	465	633
Female	358	396	479	516	384	318	373	399	547	610	650	655	658	572	420	760
2010																
Male	382	386	432	489	379	410	353	404	472	608	741	884	818	671	496	677
Female	366	371	409	460	379	424	352	400	412	574	714	822	799	651	482	776
2015																
Male	395	383	388	403	332	378	442	377	420	504	669	866	1,071	868	561	709
Female	380	368	373	384	328	411	455	370	405	425	661	882	983	778	537	823
2020																
Male	384	390	380	356	268	326	401	463	387	444	553	781	1,050	1,127	718	764
Female	369	376	366	347	271	354	437	472	372	415	492	818	1,046	951	638	899

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

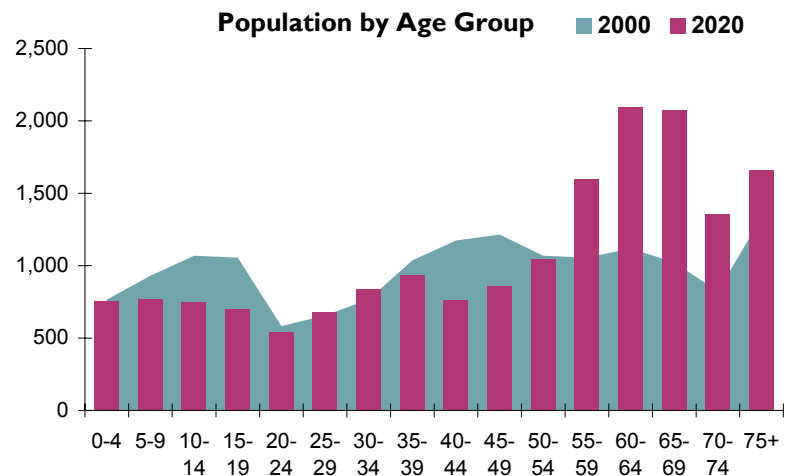
the county from a foreign country prior to 1980.

In the last decade there were over 1,470 births in Burnett County, less than the 1,696 residents under the age of ten living in the county in 2000. This number is projected to decline even further by 2010.

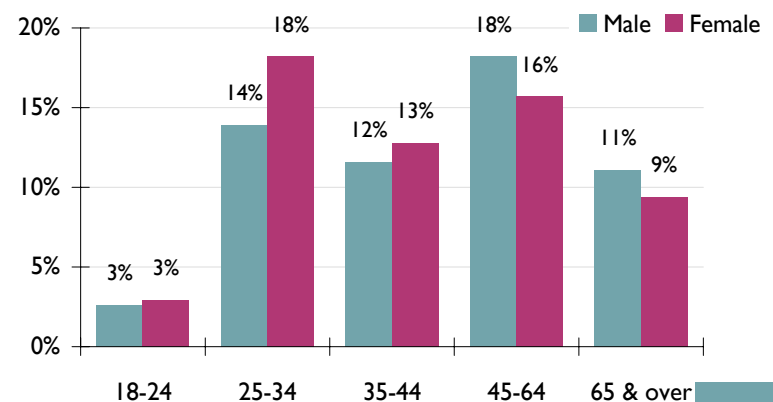
From 2000 to 2020 the total population is projected to add 1,741 residents, nearly all in the older age groups. The graph on the right illustrates just how much of the population will be over 55 years old in 2020 compared to 2000. Under 55 years old, the front bars exceed the background area only in the 30-34 year old group.

The background also shows the surge in population from the baby-boom, now in their late-30s and mid-50s and another, smaller surge in births in the late 80s, now in their late teens. If you follow the age cohort of the younger population groups (add 5 years to the group for every five years of time) you see the loss of younger populations from the county.

The bottom graph in some ways also tracks the out-migration of youth from the county. In the 25-34 year old group, roughly 16 percent of the population has a college degree. That drops to under 15 percent of the next age group as students graduate and then leave the area to find jobs. In Wisconsin 28 percent of the 25-34 year old group and 24 percent of the next age group hold at least a bachelor's degree. Another trend seen in the graph is that more females than males have a college degree.



Percent of age group with at least a Bachelor's degree in Burnett County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

Once every ten years the census produces labor force demographics that includes labor force participation rates by age groups. The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional population.

The top graph shows that labor force participation rates peak in the middle age groups, then decline significantly at age 62. This reflects the changing needs and desire of people to work. Younger residents are in school, middle-aged residents have financial commitments, and older residents are anticipating retirement.

In Wisconsin the LFPR is higher than most other states and may have reached maximum levels. In 2002, the LFPR in Wisconsin of 73 percent was among the five highest in the United States. The overall participation rate in Burnett County in 2002 was 60.3 percent, lower than in the state and lower than the 66.6 LFPR in the United States.

The LFPR is lower in Burnett County because so much of the population is at least 55 years old and participation rates among the older age groups are lower than in the state. In Wisconsin male and female LFPR among 55-61 year olds are 77 and 65 percent, respectively; and among 62-69 year olds, 37 and 29 percent, respectively.

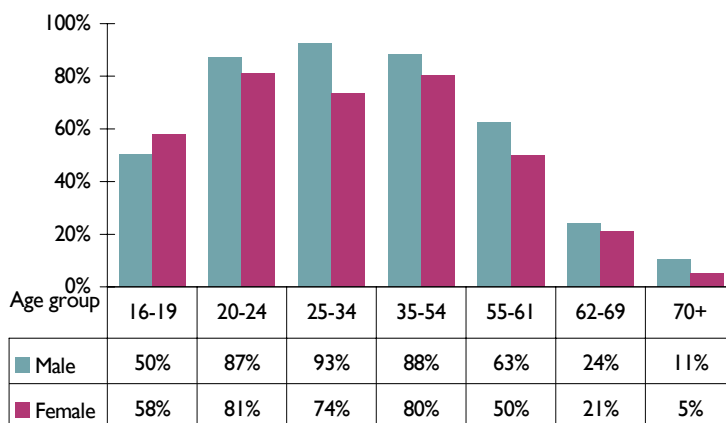
Several reasons could explain lower participation rates in Burnett County: the types of jobs require more physical, rather than mental, abilities; residents move to the county to retire, not to work; or, the hours and pay of part time jobs are insufficient to entice older workers in the labor market.

The lower participation rates from older residents become increasingly more significant as a greater number of residents enter those groups. The labor force projections in the graph on the right assume current participation rates by age and sex of the projected population for 2020.

By 2020 the total labor force age population (16 years and older) in Burnett County will increase from 12,700 in 2000 to 15,000 but the share of residents over 55 years old will increase from 42 to 59 percent. Based on these projections the labor force will expand only one percent in the next twenty years compared with an increase of 42 percent from 1980 to 2000. Increasing the LFPR of

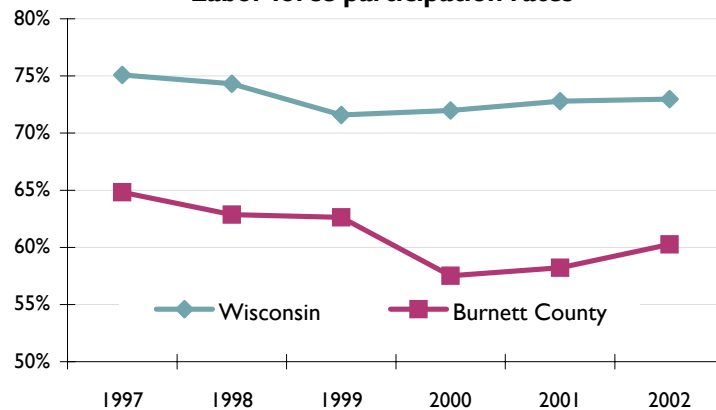
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Burnett Labor Force Participation by Age & Sex in 2000



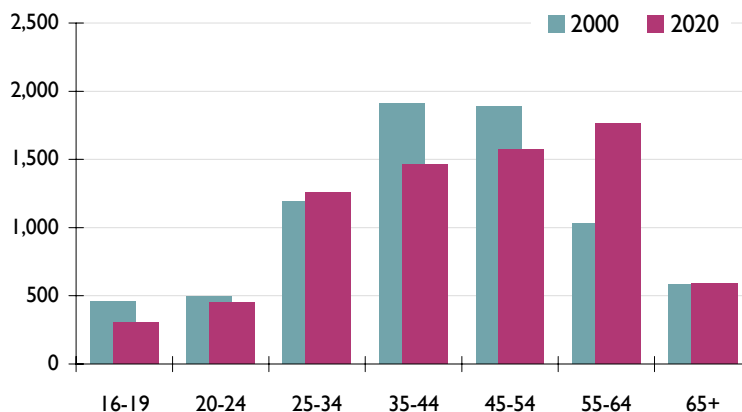
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Burnett County



Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

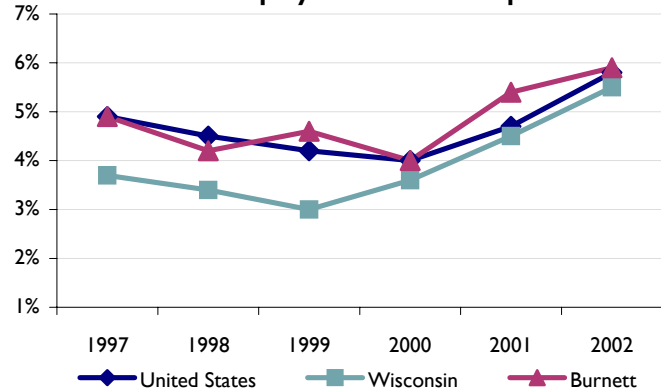
Burnett County Workforce Profile

those over 55 years by five percentage points would add only 400 residents to the labor force.

Because of the rapid growth in population the current labor force in Burnett County is larger than it was five years ago. In 1997 the total county labor force was 7,169 and the unemployment rate was 4.9 percent. The labor force increased to 7,736 in 2002 but the unemployment rate also increased to 5.9 percent, the highest level since 1994.

Mid-way through 2003, the employment picture has improved slightly and, in the nation there are some signs for further encouragement.

Unemployment Rate Comparison



Burnett County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	7,169	7,079	6,949	7,246	7,602	7,736
Employed	6,815	6,782	6,632	6,956	7,191	7,277
Unemployed	354	297	317	290	411	459
Unemployment Rate	4.9%	4.2%	4.6%	4.0%	5.4%	5.9%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Burnett County is in the northwest region of the state and the list of jobs on the right is representative of the jobs in the county.

The greatest demand for workers is in the occupations on the 'Most Openings' list. This list includes many occupations considered as first-time, or temporary, jobs that workers often leave as other opportunities open up. Turn-over is high and wages are low. There are a few exceptions on the list: registered nurses, truck drivers, and general managers. All three require a greater degree of education and the wage scales also reflect this.

The 'Fastest Growth' occupations are often referred to as hot jobs, with more training requirements and better wages. In Northwest Wisconsin, however, even the fastest growing occupations included many that require only short-term training. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from five jobs to ten jobs increased 100 percent whereas an occupation that changes from 2,000 jobs to 2,200 jobs increased only 10 percent.

Northwest Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$15.50
	Personal and Home Care Aides	1-month or less training	\$8.13
	Home Health Aides	1-month or less training	\$8.95
	Social/Human Service Assts	1-12 mo. on-the-job training	\$12.72
	Hotel/Motel/Resort Desk Clerks	1-month or less training	\$7.94
	Security Guards/Gaming Surv Offcrs	1-month or less training	NA
	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.47
	Emergency Med Techs/Paramedics	Postsecondary voc. trng	\$9.82
	Tchrs/Prim/Sec/Adult/All Other	Bachelor's degree	\$10.19
	Fitness Trainers/Aerobics Instruct	Postsecondary voc. trng	\$7.54
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.47
	Cashiers	1-month or less training	\$7.09
	Waiters/Waitresses	1-month or less training	\$7.38
	Retail Salespersons	1-month or less training	\$8.23
	Registered Nurses	Bachelor's degree	\$20.27
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.27
	Bartenders	1-month or less training	\$6.65
	Maids/Housekpng Cleaners	1-month or less training	\$7.76
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$15.61
	General and Operations Mgrs	Work experience & degree	\$26.89

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001
Northwest WDA includes Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor and Washburn counties.

Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

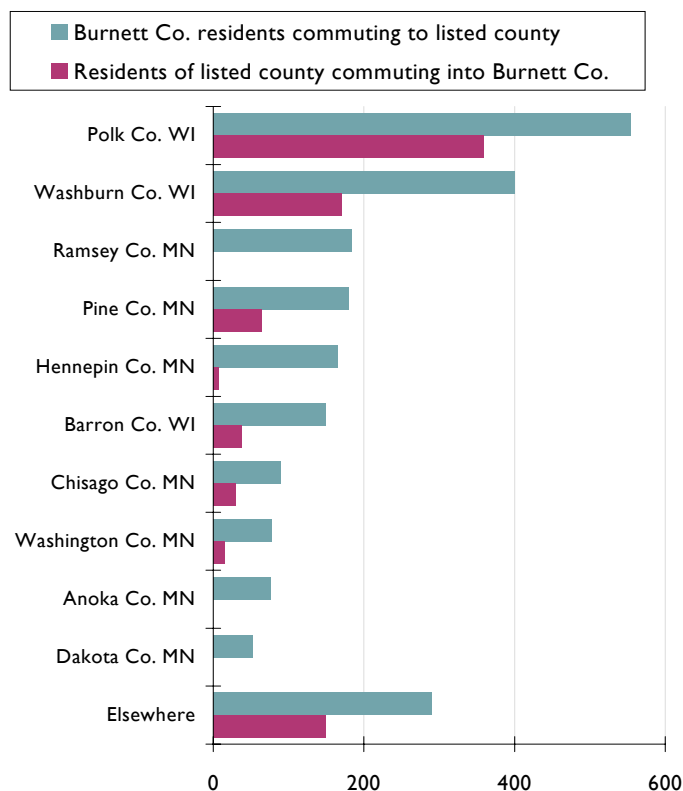
The 'county-to-county worker flow' files, also known as county commuting patterns, are one of the most anticipated datasets released by census. It is a key piece of information when profiling the workforce of a local community especially in Burnett County where a large share of the labor force

is employed outside the county. In Wisconsin commuting patterns for municipalities are also available every ten years from the census and were released in April 2003.

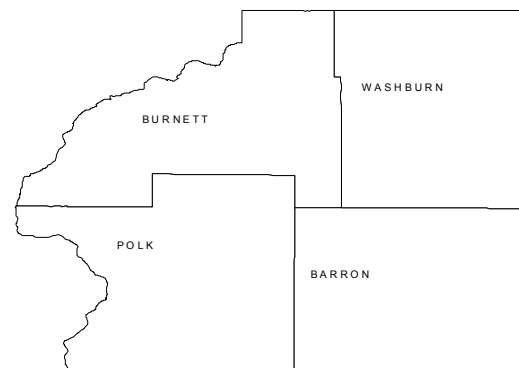
In Burnett County, 2,221 residents, one-third of the workers who live in the county, traveled out of the county for a job. Four in every ten workers who left the county headed for destinations in Minnesota, especially to employers in Pine (borders Burnett), Ramsey (St. Paul) and Hennepin (Minneapolis) counties.

Most workers who leave the county, though, are headed for jobs in Polk and Washburn counties in Wisconsin. The most popular destinations in Polk County are the Village of Frederic and the City of St. Croix; and for workers commuting to Washburn County are headed to the cities of Spooner and Shell Lake. Residents who leave the county for work are included in the local employment estimates and is one of the primary reasons that the labor force in Burnett County is greater than the number of jobs with area employers.

Employers in Burnett County do attract roughly 835 workers from neighboring communities to local jobs. Most of the incoming workers travel from Polk and Washburn counties. Polk County residents are primarily headed to employers in the villages of Grantsburg and Siren; while most workers from Washburn County are traveling to Village of Webster.



	Burnett Co. residents commuting to listed county	Residents of listed county commuting into Burnett Co.	Net gain or loss of workers
Polk Co. WI	554	359	-195
Washburn Co. WI	400	171	-229
Ramsey Co. MN	184	not avail.	not avail.
Pine Co. MN	180	64	-116
Hennepin Co. MN	166	7	-159
Barron Co. WI	150	38	-112
Chisago Co. MN	89	30	-59
Washington Co. MN	78	16	-62
Anoka Co. MN	77	not avail.	not avail.
Dakota Co. MN	53	not avail.	not avail.
Elsewhere	290	149	-141

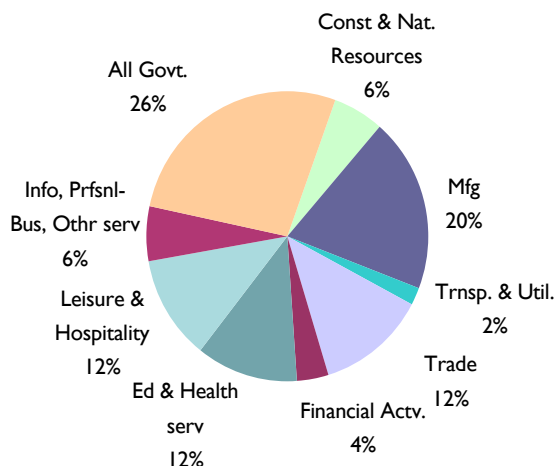


Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

Industry Employment - Introducing NAICS (North American Industry Classification System)

In 2003 the industry coding system for employers, used to publish employment estimates, changed from the Standard Industrial Classification (SIC) to the North American Industry Classification System (NAICS). The transition from SIC, used for the last seventy years, to NAICS began in 1997 with the Economic Census. However, the monthly Current Employment Statistics program, responsible for the monthly nonfarm wage and salary employment estimates for counties, initiated the change with the revision of 2002 estimates.

Burnett County Industry Distribution: 2002



Because NAICS is so different, revisions to earlier years' estimates are difficult and do not appear in this publication. Estimates for 1990 to 2001 have been published for states and metropolitan areas.

There are new industry classifications in NAICS that simply did not exist in SIC. Good examples of this are the new industry sectors for leisure and hospitality and information. Also under NAICS loggers were moved from manufacturing and grouped with natural resource industries.

Some of the changes to the Burnett employment estimates for 2002 are visible in the table below (SIC distribution uses unrevised estimates). The share of manufacturing jobs declined from 22 percent under SIC to 20 percent using NAICS and employment in the transportation group declined because it is now grouped with warehousing and utilities and no longer includes communication.

Wholesale and retail trade jobs declined to 12 percent of total employment in NAICS from 22 percent. The primary reason is that restaurants, food service companies and bars were moved to a new NAICS sector of leisure and hospitality. Hotels and lodging facilities are also a part of this new sector, making it easier to monitor changes in tourist related businesses. It will also be much easier to monitor the rapidly expanding health services sector. It is grouped with private education, but most education jobs are

(Continued on page 7)

2002 Industry Employment in Burnett County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	288	6%	Construction & Mining	6%
Manufacturing	974	20%	Manufacturing	22%
Transportation, warehousing & utilities	102	2%	Transportation, utilities & communication	3%
Trade (wholesale & retail)	614	12%	Wholesale trade	1%
			Retail trade	21%
Financial activities	179	4%	Finance, insurance & real estate	3%
Information, professional & business services, other services	307	6%	Services & misc (incl. agr, forestry, fishing)	16%
Education and health services	586	12%	Government	28%
Leisure & hospitality	585	12%		
Government	1,356	27%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Burnett County Workforce Profile

included in the public sector.

The lists of top ten industries and employers in Burnett County use the North American Industry Classification System. In this list all private and public education were grouped together making it the second largest industry sector in the county. One big change with this list over previous years is the inclusion of sub-groups within health services, two of which appear on the top industry list.

Together the largest industry sectors provide 58 percent of all the jobs in the county while the ten largest employers provide one in every three jobs. Six of those employers are from the public sector, which includes Indian-owned operations.

Only two manufacturing employers are on the list even though manufacturing employers provide 20 percent of all jobs.

Top 10 Industry Groups in Burnett County

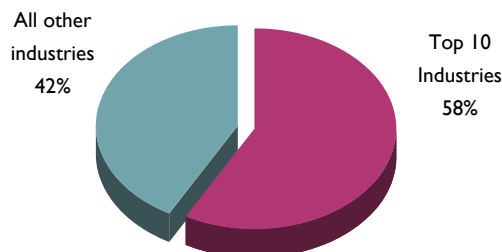
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Executive, Legislative, & Gen Government	24	704	80
Educational Services	3	460	6
Food Services and Drinking Places	41	387	-41
Fabricated Metal Product Manufacturing	5	355	-2
Hospitals	*	*	*
Nursing and Residential Care Facilities	5	182	12
Food Manufacturing	*	*	*
Food And Beverage Stores	4	166	10
Machinery Manufacturing	3	146	0
Plastics & Rubber Products Manufacturing	4	127	0

*data suppressed to maintain confidentiality

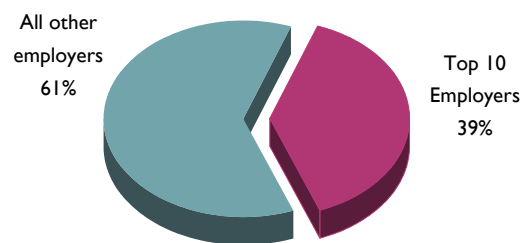
Top 10 Employers in Burnett County

Company	Product or Service	Size
St. Croix Tribal Council	American Indian tribal governments	250-499
Parker Hannifin Corp.	Fluid power valve & hose fitting manufacturing	250-499
Burnett Medical Center, Inc.	General medical & surgical hospitals	100-249
Burnett Dairy Coop.	Cheese manufacturing	100-249
Grantsburg Public School	Elementary & secondary schools	100-249
County of Burnett	Executive & legislative offices, combined	100-249
School District of Webster	Elementary & secondary schools	100-249
The Good Samaritan-Evangelical Lutheran	Nursing care facilities	100-249
School District of Siren	Elementary & secondary schools	100-249
Hole-in-the-Wall Casino	Casinos (except casino hotels)	100-249

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Burnett County Workforce Profile

The bottom graph emphasizes the strong presence of manufacturing employers in Burnett County. This data, derived from Unemployment Insurance payroll records, varies a bit from the estimated employment on page 6. Here, roughly 21 percent of all jobs in the county and 29 percent of total payroll are from the manufacturing sector. The annual average wage for workers in this sector in 2002 was only \$31,889, much lower than the average wage for similar workers statewide.

The average wage for all workers in Burnett County of \$23,029 increased 1.9 percent from the 2001 average of \$22,592. Statewide, the average wage rose 2.7 percent in 2002.

Even though NAICS provides a better picture of wages and employment in some new industries, there are still details on part time jobs and temporary

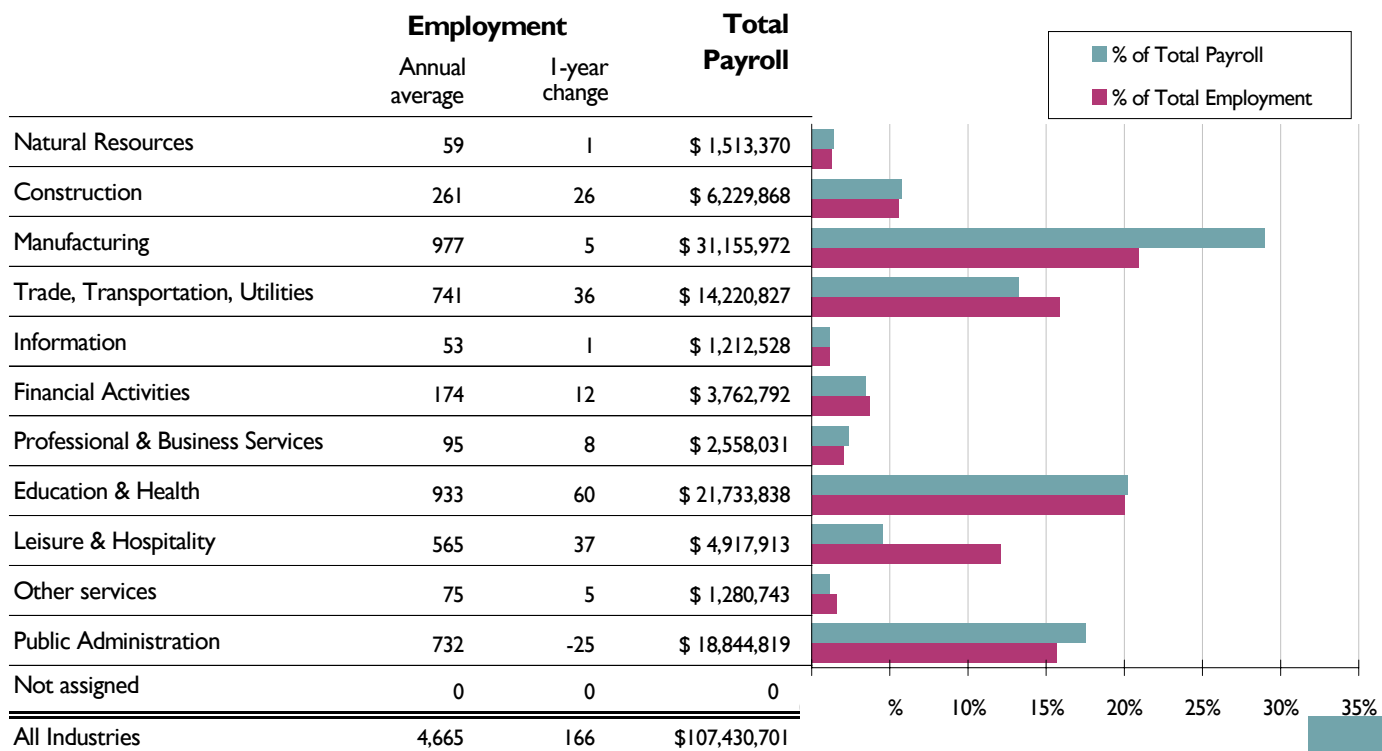
Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	1-year
	Wisconsin	Burnett County	Wisconsin	% change
All Industries	\$ 32,422	\$ 23,029	71%	1.9%
Natural resources	\$ 25,481	\$ 25,650	101%	-3.6%
Construction	\$ 39,649	\$ 23,869	60%	-0.1%
Manufacturing	\$ 40,584	\$ 31,889	79%	2.7%
Trade, Transportation, Utilities	\$ 28,422	\$ 19,191	68%	-4.2%
Information	\$ 38,871	\$ 22,878	59%	1.0%
Financial activities	\$ 40,337	\$ 21,625	54%	31.4%
Professional & Business Services	\$ 36,324	\$ 26,927	74%	1.0%
Education & Health	\$ 33,768	\$ 23,295	69%	0.4%
Leisure & Hospitality	\$ 11,837	\$ 8,704	74%	3.2%
Other services	\$ 19,500	\$ 17,077	88%	9.9%
Public Administration	\$ 33,769	\$ 25,744	76%	6.8%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

employment missing that are key components of annual average wages. Census 2000 revealed that 26.3 percent of the workforce work part-time and 24.7 percent work less than 40 weeks per year. In Wisconsin 24.1 percent work part time and 19.5 percent work less than 40 weeks per year.

2002 Employment and Wage Distribution by Industry in Burnett County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Net earnings from jobs both in and out of the county, self-employment, and proprietorships, comprise the greatest share of total personal income in Burnett County. Net earnings comprise only 51.3 percent of total county income, much less than both the state and national share of 66.7 and 67.6 percent, respectively. That's because the share of transfer payments, which include social security, is higher in Burnett County.

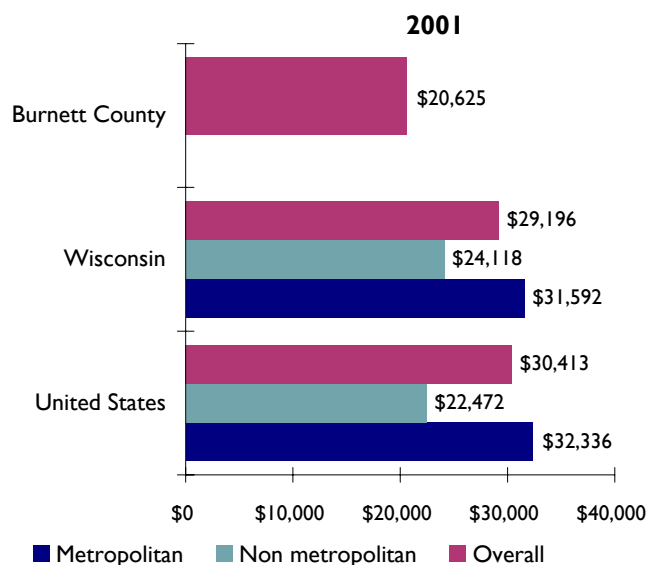
The higher share of transfer payments, plus an annual average wage that is much lower than in the state, contribute to a lower per capita personal income in

the county. The gap closes a bit, however, when you compare Burnett County only to other non-metropolitan areas in Wisconsin and the nation. Non-metropolitan wages are lower primarily because the jobs available in metro areas are in occupations that demand higher salaries and the competition for workers drives up wages.

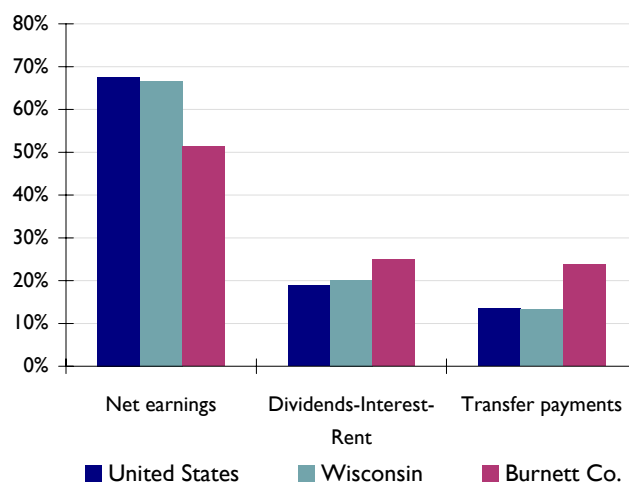
The Burnett County PCPI of \$20,625 in 2001 was 68 percent of the national PCPI and 71 percent of the state. It ranked 61st among the 72 counties in Wisconsin.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Burnett County	\$15,784	\$17,095	\$18,037	\$18,436	\$19,695	\$20,625	4.7%	30.7%



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

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